

Sundaes Ice Cream Shop

A home town ice cream shop that focuses on our customers happiness. We get fresh produce and ice cream that comes from companies that don't give any steroids to the cattle, or put artificial stuff into their ice cream. We have also added a small menu for food, like: hot dogs, homemade soups or chili, and sandwiches.

Personas



Katie the Saturday Friend
Likes to walk around downtown with ice cream and friends on a relaxing Saturday afternoon.



Ted the Father of Four
On a nice afternoon likes to take the wife and kids for ice cream and a round or two of pool.



Barb the Grandma
Enjoys taking the grandkids out to lunch and ice cream on a Sunday afternoon after church.

Comps



Shaggie's Family Fun Spot



Michigan State University
Dairy Store